

WAKEBOARDING MAGAZINE **2010**

MEDIA KIT

WAKEBOARDINGMAG.COM





HISTORY

In 1993, *WAKEBOARDING* magazine was born to cover an emerging board community in water sports. A new activity was gaining popularity, and those who hit the lake on a board had a different mentality than skiers. They needed a magazine that represented this new activity and the lifestyle that formed around it. *WAKEBOARDING* catered to the kind of riders who enjoyed loading up the boat with their friends and heading out for an all-day session on the water. Fast-forward more than 15 years: Now known as wakeboarding, after this magazine, riding a board behind a boat is America's fastest-growing water sport.

One magazine has helped shape the sport and the lifestyle since its beginning. One magazine continues to tap into the riders with expert instruction, broad appeal and cutting-edge editorial. One magazine is the name in the sport: *WAKEBOARDING*.

WHO WE REACH

From first-timers to pros, our readers are wake enthusiasts, who drive (and buy) the \$70,000 specialty boats and ride the latest and greatest gear.

HOW WE DO IT

Lifestyle

We capture the fun surrounding life on and off the water through insightful interviews with top wake riders, revealing road-trip stories and news of interesting happenings from the world of wakeboarding.

Instruction

Instructional sections definitively show and explain moves, from the simple to the insane, with state-of-the-art photo-merge sequences and insight from wake's top pros and best coaches.

Inspirations

Poster-quality photos are highlighted in each issue, showcasing the most progressive moves by top riders and the best spots, shot by the pre-eminent photographers in wakeboarding.

Gear

We create the sport's definitive gear guide: March's Board Buyers Guide. Plus, we review and test all the latest releases throughout the season – from boards and boats to shades and shorts – for maximizing fun on the water.





READER PROFILE

Readers of *WAKEBOARDING* are truly dedicated to the sport. They are affluent, educated and active, with several years of wakeboarding experience. They like to squeeze as much excitement as possible out of the wake season, and most will make a purchase linked to their lifestyle in the next year. Our readers come to us for tips, techniques and information on all the latest equipment because they know we can be counted on to deliver the expert information they need to excel.

| | |
|---|-----------|
| Median age..... | 30 |
| Median household income..... | \$97,000 |
| Net worth | \$282,000 |
| Male | 83% |
| Female | 17% |
| Average number of years wakeboarding | 5.2 |
| Average number of days subscriber and/or other household members rode in the past year | 38.5 |
| Average number of months in the wakeboarding season..... | 5.7 |
| Own a boat..... | 70.3% |
| Plan to buy a boat | 43.2% |
| Number of wake boards personally owned..... | 2.2 |
| Own or rent waterfront property | 32.1% |
| Average number of minutes spent reading an issue of <i>WakeBoarding</i> | 93.8 |

Source: 2006 *WakeBoarding* Online Reader Survey, conducted by Walker Communications

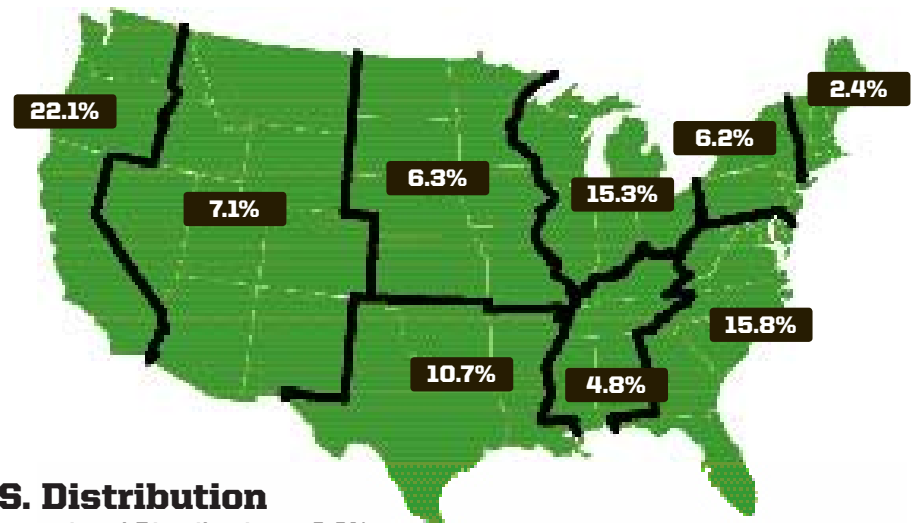
CIRCULATION

Connecting from coast to coast, *WAKEBOARDING* magazine targets every wakeboarder with insightful articles and inspirational photography from every region of the country. Carried by more than 1,000 retailers in the United States and available in more than 40 countries, *WAKEBOARDING* reaches a larger number of wake-riding participants than any other media outlet in the industry.

Here are the facts:

Total distribution..... 50,000

Source: 2009 Circulation Fulfillment and Newsstand Distributor Reports



U.S. Distribution

International Distribution – 9.2%



FEATURES
CONT.

DIGITAL MEDIA



DIGITAL MEDIA

WAKEBOARDING is the worldwide leader in connecting brands with wakeboarding enthusiasts. Anchored by the all-new wakeboardingmag.com and a dedicated team of editors, videographers and designers, *WAKEBOARDING* Digital Media is better equipped than ever to efficiently and effectively present brand messages across multiple platforms through innovative methods with measurable results.

Dedicated e-newsletter

E-newsletters

Our e-newsletters reach an audience of more than 30,000 engaged readers who have asked to receive information from *WAKEBOARDING* and its marketing partners. We offer several different e-newsletter opportunities, from sponsorship advertising in our editorial newsletter to custom e-newsletters devoted entirely to your brand.

Dedicated e-newsletter
Price: \$3,000 per mailing

Product inclusion in editorial eNewsletter
Price: \$900

Editorial e-newsletter sponsor
728 X 90 Leaderboard or
300 x 250 rectangle
Price: \$900

The screenshot shows a dedicated e-newsletter for the film "A Wakeskate Film by Nike 6.0". The header features the "WAKEBOARDING" logo and the title "A Wakeskate Film by Nike 6.0" with the names of the featured athletes: Nick Taylor, Ben Horned, Matt Muzzart, and Andrew Pastura. Below the header is a large image of a wakeskater and a call to action: "Click here to win the DVD". The main content area includes a sub-header "A Wakeskate Film by Nike 6.0" and a paragraph of text describing the film. To the right of the text is a grid of small images showing various wakeskating tricks. At the bottom, there is a footer with contact information and a disclaimer.

Editorial e-newsletter

The screenshot shows an editorial e-newsletter. The header features the "WAKEBOARDING" logo and the title "WAKEBOARDING eNEWS". Below the header is a large image of a wakeskater and a call to action: "Click here to win the DVD". The main content area is divided into several sections: "Core" with a "Readers Poll" and "Picks Picked"; "Content" with a "Win Jeff VandenBroucke's Head to Toe S&C"; "First Look" with "The Session: Denny Thielander" and "Daniel Medina Discusses His August Clinic"; and "From the Forum" with "First Step of the Every Day Jet Ski". The footer includes contact information and a disclaimer.

Digital Ads

Through digital advertising at wakeboardingmag.com, your brand is closely aligned with compelling editorial content, putting your brand message in front of tens of thousands of die-hard wakeboarders. But digital ads aren't just about branding. Thanks to their flexibility of customization, digital ads can also serve as a call to action, driving our wakeboarding enthusiast users to your website or a brand channel we create for you.

728 x 90 Leaderboard – Top

Details: Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.
Price: \$1,200 per month

300 x 250 Medium Rectangle – Top Right

Details: Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.
Price: \$1,400 per month

300 x 250 Medium Rectangle – Middle Right

Details: Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.
Price: \$1,200 per month

300 x 250 Medium Rectangle – Lower Right

Details: Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.
Price: \$1,000 per month

728 x 90 Leaderboard – Bottom

Details: Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.
Price: \$600 per month



DIGITAL MEDIA CONT.

Homepage Skin with Brand Blocking



Homepage Brand Blocking

With homepage brand blocking, your brand owns every pixel of digital advertising space above the fold on the wakeboardingmag.com's homepage, including:

- 728 x 90 Leaderboard – Top
- 300 x 250 Rectangle – Top Right

Brand blocking is the only way to guarantee your digital ad unit will appear on the homepage and gives your brand ultimate share of voice on wakeboardingmag.com's most highly trafficked page. Brand blocking also allows for some gripping interaction between digital ad units, helping your brand message capture the attention of wakeboardingmag.com's users.

Price: \$1,150 per week

Homepage Skin

Because it wraps wakeboardingmag.com's best editorial real estate, this branded skin delivers an incredible impact. As a result, skins are an excellent way to raise awareness about your brand, athletes and promotions. Combined with brand blocking, the homepage skin amounts to a virtual takeover of the wakeboardingmag.com homepage.

Price: \$1,150 per week

DIGITAL MEDIA CONT.



Videos

Cut out the middleman. Let *WAKEBOARDING's* experienced creative team create videos that tie the content our readers are most hungry for to your brand message.

Boat, Lifestyle, Team/Rider or Factory Tour Video

Price: \$5,000* per video*

*This is an estimate. Actual pricing is determined on a case-by-case basis and depends on travel expenses and specific requirements of the video project.

Product video (shot locally with product in-house):

Price: \$1,000 (per video)

Pre-Roll Video Advertising

Your brand video runs before each of wakeboardingmag.com's hundreds of videos.

Price: Pricing determined on a case-by-case basis.

Custom Research

Want to know what our readers want? Buy an online survey. Includes creation and hosting of survey, tabulation of results, and opt-in database generation.

Price: \$5,000

Contest



Contests

Online contests are among the most popular features on wakeboardingmag.com. Not only are contests a great way to promote your products and athletes, but they also include opt-in e-mail database generation, providing you with a list of wakeboarding enthusiasts for future direct marketing opportunities.

Price: \$1,500 per month (three-month minimum)

DIGITAL MEDIA CONT.

Wallpapers

These co-branded desktop wallpapers put your brand in front of wakeboardingmag.com users every time they turn on their computers.
Price: \$150 per month (six-month minimum)



WAKEBOARDING MAGAZINE

SPECIAL EVENTS



Wake Awards

Now in their sixth year, the Wake Awards were created to recognize “The Best in Wake” through an elaborate awards ceremony at September’s Surf Expo in Orlando. Fourteen awards are presented and highlighted with music, video and cheers from the crowd of nearly 1,000 riders and industry gurus. *WAKEBOARDING*’s exclusive “Move of the Year” awards for both wakeboarding and wakeskating have been major standouts the most coveted award, that for “Best Wakeboarder.” Sponsorships are vital to the execution of this costly event that has proved its importance to the riders and the industry.





SPECIAL EVENTS **CONT.**



Readers Poll

When we introduced our Readers Poll more than a decade ago, it set a standard. The reader-generated results not only demonstrate a rider's popularity, but his or her marketability and influence in the sport as well. Those who make the Readers Poll are the first riders manufacturers look to for sponsorships and team spots. It's the ultimate barometer of the sport because the wakeboarding community decides it. Riders and manufacturers alike eagerly await the results each year to see who makes the cut.

Display Rates: Effective January 2010*

| Four-Color | | | | Black & White | | | | Bulk Rates | | | | |
|----------------|----------|----------|----------|----------------|----------|----------|----------|-------------------|----------|----------|----------|----------|
| | 1x | 5x | 9x | | 1x | 5x | 9x | | 15Pgs | 20Pgs | 25Pgs | 30Pgs |
| Spread | \$17,880 | \$16,525 | \$15,540 | Spread | \$11,915 | \$11,020 | \$10,370 | Four-Color | \$7,990 | \$7,900 | \$7,810 | \$7,715 |
| Full Page | 9,405 | 8,700 | 8,180 | Full Page | 6,270 | 5,805 | 5,460 | Two-Color | 6,390 | 6,320 | 6,235 | 6,170 |
| 2/3 Page | 7,060 | 6,530 | 6,140 | 2/3 Page | 4,695 | 4,340 | 4,075 | Black & White | 5,335 | 5,255 | 5,210 | 5,135 |
| 1/2 Page (Isl) | 6,720 | 6,215 | 5,835 | 1/2 Page (Isl) | 4,485 | 4,150 | 3,905 | | | | | |
| 1/2 Page | 6,120 | 5,660 | 5,330 | 1/2 Page | 4,075 | 3,775 | 3,545 | | | | | |
| 1/3 Page | 5,015 | 4,640 | 4,360 | 1/3 Page | 3,135 | 2,900 | 2,730 | | | | | |
| 1/6 Page | 3,190 | 2,945 | 2,775 | 1/6 Page | 1,885 | 1,745 | 1,645 | | | | | |
| Two-Color | | | | Covers | | | | Bulk Spread Rates | | | | |
| | 1x | 5x | 9x | | 1x | 5x | 9x | | 15Pgs | 20Pgs | 25Pgs | 30Pgs |
| Spread | \$14,290 | \$13,215 | \$12,425 | Cover 2 | \$11,945 | \$11,045 | \$10,390 | Four-Color | \$15,190 | \$15,005 | \$14,830 | \$14,655 |
| Full Page | 7,515 | 6,950 | 6,540 | Cover 3 | 11,105 | 10,255 | 9,655 | Two-Color | 12,145 | 11,995 | 11,860 | 11,715 |
| 2/3 Page | 5,630 | 5,165 | 4,900 | Cover 4 | 12,700 | 11,750 | 10,045 | Black & White | 10,125 | 10,010 | 9,890 | 9,770 |
| 1/2 Page (Isl) | 5,370 | 4,970 | 4,685 | | | | | | | | | |
| 1/2 Page | 4,890 | 4,525 | 4,260 | | | | | | | | | |
| 1/3 Page | 3,915 | 3,620 | 3,405 | | | | | | | | | |
| 1/6 Page | 2,450 | 2,260 | 2,125 | | | | | | | | | |

2010 Closing Dates

| Issue | Space Reservation | Materials Due | On Sale |
|----------|-------------------|---------------|------------|
| Jan/Feb | 11/4/2009 | 11/6/2009 | 12/29/2009 |
| March | 12/09/2009 | 12/11/2009 | 2/2/2010 |
| April | 1/18/2010 | 1/20/2010 | 3/9/2010 |
| May | 2/22/2010 | 2/24/2010 | 4/13/2010 |
| June | 3/26/2010 | 3/30/2010 | 5/18/2010 |
| July | 4/30/2010 | 5/4/2010 | 6/22/2010 |
| August | 6/4/2010 | 6/8/2010 | 7/27/2010 |
| Sept/Oct | 7/9/2010 | 7/13/2010 | 8/31/2010 |
| Nov/Dec | 8/2/2010 | 8/6/2010 | 10/05/2010 |

NOTE: Ad materials received after the deadline will be charged late fees (\$40 for partial and full-page ads, \$80 for spreads) unless an ad extension is arranged with Ad Services prior to the deadline. If new materials are not provided, the most current ad at the same size will be picked up. Pickup instructions has been subject to a late fee, if given after ad deadline. There is a \$40 fee for sending in revised materials after original ad material has been processed. This also applies if revised material is sent in after instructions have been given to pick up an ad. Additional late fees may also apply.

*Subject to change

BONNIER CORP. RATE CARD TERMS & CONDITIONS

1. Rates on this card are effective beginning with the January/February 2009 issue and are stated in U.S. dollars. 2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher, unless specifically agreed to in writing by the Publisher. 3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index. 4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate. 5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials. 6. Positioning of advertisements is at the discretion of the Publisher, except where request for a specific position is granted, in writing, by the Publisher. 7. Publisher is not liable for delays in delivery, or nondelivery, in the event of an act of God; action by any governmental or quasi-governmental entity; fire; flood; insurrection; riot; explosion; embargo; strikes, whether legal or illegal; labor or material shortage; transportation interruption of any kind; work slow down; or any condition beyond the control of Publisher affecting production or delivery in any manner. 8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses and costs incurred in connection with collection of all monies due. 9. Advertiser and its Agency warrant they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. 10. Until credit is approved, advertisements are run on a prepaid basis only. After approval, credit terms are net 30 days.

Digital Requirements

Book Specifications

Trim Size: 8 1/8" x 10 3/4"

Bleed Size: 8 3/8" x 11"

No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

Binding: Perfect Bound, Jog: to Foot.

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size.

No live matter within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT: PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see Adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at swop.org.

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD

*ELECTRONIC TRANSMISSIONS

Ad files can be delivered via our Ad Portal at adportal.bonniercorp.com. For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail.

Electronic files are stored for one year only, unless otherwise requested in writing.

INSERTS: Consult your advertising representative.

Production, design and prepress services are available; rates upon request.

Materials Requirements for In-House Design Services:

Photos: Color scans should be 300 dpi in CMYK. B/W scans should be 300 dpi grayscale.

Logos: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Shipping Instructions:

Bonnier Corporation

WakeBoarding Magazine

Attn: Alicia Moe

460 North Orlando Avenue, Suite 200

Winter Park, FL 32789

Phone 407-571-4740

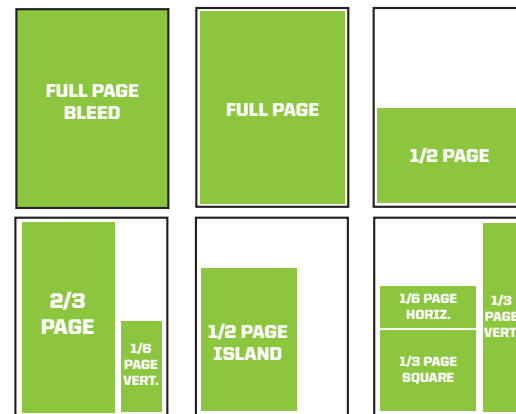
Ad Sizes

| Size of Ad | Width | Length |
|----------------------------|------------------|------------------|
| FULL PAGE TRIM | 8-1/8" (8.125") | 10-3/4" (10.75") |
| FULL PAGE with BLEED | 8-3/8" (8.375") | 11" |
| 2-PAGE SPREAD TRIM* | 16-1/4" (16.25") | 10-3/4" (10.75") |
| 2-PAGE SPREAD with BLEED* | 16-1/2" (16.5") | 11" |
| 1/2 PAGE SPREAD with BLEED | 16-1/2" (16.5") | 5-1/2" (5.5") |

*Please supply spread files as a single spread document

| | | |
|---------------------|-------------------|-----------------|
| FULL PAGE NON-BLEED | 7" | 10" |
| 2/3 PAGE VERTICAL | 4-9/16" (4.5625") | 10" |
| 1/2 PAGE SPREAD | 15" | 4-7/8" (4.875") |
| 1/2 PAGE HORIZONTAL | 7" | 4-7/8" (4.875") |
| 1/2 PAGE ISLAND | 4-9/16" (4.5625") | 7-3/8" (7.375") |
| 1/3 PAGE VERTICAL | 2-3/16" (2.1875") | 10" |
| 1/3 PAGE SQUARE | 4-9/16" (4.5625") | 4-7/8" (4.875") |
| 1/6 PAGE VERTICAL | 2-3/16" (2.1875") | 4-7/8" (4.875") |
| 1/6 PAGE HORIZONTAL | 4-9/16" (4.5625") | 2-3/8" (2.375") |

Hold live matter 1/4" from trim on all sides of spreads and full page ads.



RATES AND SPECS

Retail Shop and Wakeboarding Camp Rates: Effective January 2010*

| Four-Color | 1x | 5x | 9x |
|-------------------|-----------|-----------|-----------|
| Spread | \$9,465 | \$8,985 | \$8,535 |
| Full Page | 4,985 | 4,725 | 4,490 |
| 2/3 Page | 4,555 | 4,320 | 4,090 |
| 1/2 Page | 4,010 | 3,810 | 3,615 |
| 1/3 Page | 3,605 | 3,420 | 3,240 |
| 1/6 Page | 2,450 | 2,325 | 2,200 |

| Two-Color | 1x | 5x | 9x |
|------------------|-----------|-----------|-----------|
| Spread | \$7,545 | \$7,160 | \$6,800 |
| Full Page | 3,970 | 3,765 | 3,585 |
| 2/3 Page | 3,540 | 3,365 | 3,185 |
| 1/2 Page | 3,070 | 2,925 | 2,765 |
| 1/3 Page | 2,605 | 2,490 | 2,345 |
| 1/6 Page | 1,655 | 1,570 | 1,485 |

| Black & White | 1x | 5x | 9x |
|--------------------------|-----------|-----------|-----------|
| Spread | \$6,335 | \$6,025 | \$5,710 |
| Full Page | 3,330 | 3,165 | 3,010 |
| 2/3 Page | 2,880 | 2,730 | 2,590 |
| 1/2 Page | 2,365 | 2,230 | 2,125 |
| 1/3 Page | 1,915 | 1,825 | 1,720 |
| 1/6 Page | 1,145 | 1,080 | 1,030 |

*Subject to change

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WE CONNECT PEOPLE WITH THEIR PASSIONS

WINTER PARK, FL NEW YORK, NY NEWPORT, RI OCEANSIDE, CA TUSTIN, CA

BONNIERCORP.COM



WakeBoarding Magazine

460 N. Orlando Ave., Suite 200, Winter Park, FL 32789

P: 407-628-4802 F: 407-628-7061

WAKEBOARDINGMAG.COM/MEDIAKIT